



CALIFORNIA DEPARTMENT OF WATER RESOURCES

NEWS FOR IMMEDIATE RELEASE

Save Our Water Launches Don't Waste Summer Campaign

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As a drought-stricken California moves further into a hot summer, Save Our Water – a partnership between the [Association of California Water Agencies](#) (ACWA) and the [California Department of Water Resources](#) (DWR) – is launching *Don't Waste Summer*, a campaign devoted to providing daily tips and news on the new campaign microsite – [SaveOurWater.com](#) – to help Californians find ways to conserve at home and at work every day.

Don't Waste Summer kicks off this week with the official start of summer and will be shared on the program's [Facebook](#) page, [Twitter](#) account and on the new [SaveOurWater.com](#) microsite every morning using hashtag #DontWasteSummer through the end of summer. Tips will range from simple ideas such as shutting water off as you brush your teeth, to checking for and fixing leaks, to helpful ways businesses big and small can do their part in saving water during the drought. The campaign will also showcase the efforts Save Our Water partners are taking to conserve this summer.

"The drought is having a huge impact across the state, and recent reports tell us that all of us can conserve more," said Mark Cowin, director of the California Department of Water Resources. "It's important to understand that even things that seem relatively small will add up to have a big impact when it comes to water conservation."

Since April, Californians have been sharing their own methods of conserving water through the Californian's Don't Waste Challenge on Save Our Water's [Facebook](#) page, [Twitter](#) and [Instagram](#) using the hashtag #SaveOurWater. Save Our Water is selecting videos, photos and tips submitted by the public through the Challenge to share as part of the *Don't Waste Summer* effort.

"Even though the drought has been top of mind for many Californians, it's clear that all of us can do more to conserve," said Tim Quinn, executive director of the Association of California Water Agencies. "No effort to conserve water is too small during this drought."

For more information, please visit our Save Our Water website: <http://www.saveourh2o.org/sowmonth>

